***Identifying the Different Types of Businesses and their Activities***

**Project Overview and Objectives**

**1.)** Analyze and then categorize **4 businesses into the 4 types of businesses** that we discussed in class. - You need to support each response with examples demonstrating how the business fits the category.

**2.)** Explain how each business participates in the different activities that a business performs. Your group will explain your activities for each business by citing *specific examples* to support your reasons.

**Generating Ideas, Building Capital, Purchasing Goods and Services, Human Resources, Marketing Goods and Services, Producing Goods and Services, Keeping Records**

**(Examples can include: Pictures, Commercials, Specific Services, Jobs, Promotions or New Activities, Funding Activities, etc...)**

**-** This process will be done for **EACH** business.

- Use at least **one video clip** for each Business to support your examples

**3.)** You group will work together on compiling the information about each business together and prepare a presentation. **(Use Prezi, Google Presentation, Power Point, or Keynote)**

**4.)** **Each** member will be in charge of presenting **one** of the businesses and communicate your group’s findings.

**You will receive a *group grade* for your content and satisfying the requirements for the assignment*.***

You will be assessed *individually* on your ability to present and communicate information effectively. **Refer to the Rubric Below.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| No eye contact, constantly looks to the screen, lacking preparation, no notes/resources, slides are all text and paragraphs, speech is disorganized, no transitions | Little eye contact, uses the screen most of the time, unprepared, a few notes/resources, slides have mostly text, but some visuals, speech has little organization, no transitions | Some eye contact, refers to the screen rather than reads, some organization, uses notes and resources, more visual than paragraphs, descent tone and speech, attempts transitions | Eye contact, but lacking consistency, only refers to the screen, uses notes and resources, visual PP, good voice and tone, demonstrates organization, transitions present. | Consistent Eye Contact, refers to the content on screen, organized content, uses notes and demonstrates preparedness. Good tone and voice throughout, effective transitions. |

**Rubric for Assessment**

1. Name of the business and the type of business it represents. – **4 points**

|  |  |  |  |
| --- | --- | --- | --- |
| Extractor | Manufacturer | Marketer | Service Business |
|  |  |  |  |

**2.)** Demonstrates knowledge of the 4 types of businesses by selecting a business for each category and supporting the decision by using examples that show the relationship between the characteristics of the types business and the business that was chosen. – **12 Points**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of Business | Missing | Few examples but no relationship established between the business and its type. | Examples provided but lacking a solid relationship between the business and the type. | Provides solid relationships between the business, examples, and its characteristics |
| **Points** | **0** | **1** | **2** | **3** |
| Extractor |  |  |  |  |
| Manufacturer |  |  |  |  |
| Marketer |  |  |  |  |
| Service Business |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Business | Missing | Few examples but no relationship established between the business and its activities. | Examples provided but a minimal relationship established between the business and activities. | Provides solid relationships between the business, examples and its activities. |
| **Points** | **0** | **1** | **2** | **3** |
| Generating Ideas |  |  |  |  |
| Building Capital |  |  |  |  |
| B. Goods and Serv. |  |  |  |  |
| Human Resources |  |  |  |  |
| M. Goods and Serv. |  |  |  |  |
| P. Goods and Serv. |  |  |  |  |
| Keep Records |  |  |  |  |

**3.)** Demonstrate your knowledge of the different activities the businesses perform by providing specific examples that show the relationship between the business activities that we have discussed and what the business is actually doing. – **84 Points**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Business | Missing | Little to no examples or relationship established between the business and its activities. | Examples provided but minimal relationship established between the business and activities. | Provides solid relationships between the business, examples and its activities. |
| **Points** | **0** | **1** | **2** | **3** |
| Generating Ideas |  |  |  |  |
| Building Capital |  |  |  |  |
| B. Goods and Serv. |  |  |  |  |
| Human Resources |  |  |  |  |
| M. Goods and Serv. |  |  |  |  |
| P. Goods and Serv. |  |  |  |  |
| Keep Records |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Business | Missing | Little to no examples or relationship established between the business and its activities. | Examples provided but minimal relationship established between the business and activities. | Provides solid relationships between the business, examples and its activities. |
| **Points** | **0** | **1** | **2** | **3** |
| Generating Ideas |  |  |  |  |
| Building Capital |  |  |  |  |
| B. Goods and Serv. |  |  |  |  |
| Human Resources |  |  |  |  |
| M. Goods and Serv. |  |  |  |  |
| P. Goods and Serv. |  |  |  |  |
| Keep Records |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Business | Missing | Little to no examples or relationship established between the business and its activities. | Examples provided but minimal relationship established between the business and activities. | Provides solid relationships between the business, examples and its activities. |
| **Points** | **0** | **1** | **2** | **3** |
| Generating Ideas |  |  |  |  |
| Building Capital |  |  |  |  |
| B. Goods and Serv. |  |  |  |  |
| Human Resources |  |  |  |  |
| M. Goods and Serv. |  |  |  |  |
| P. Goods and Serv. |  |  |  |  |
| Keep Records |  |  |  |  |